

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Market Development Reports

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Report Highlights:

TH1003 "SAWASDEE THAILAND" provides the latest information on Thai agricultural situation, market access for U.S. products, and upcoming events.

General Information:

HOT NEWS

2011 Allocations for Tariff-Rate-Quota (TRQ) for Soybean, Soybean Meal and Corn Endorsed

On December 17, 2010, the Minister of Commerce endorsed the new TRQ allocations for soybeans, soybean meal, and corn. For 2011, soybean will not be subjected to quotas and tariffs. However, only 7 trade associations and 7 private companies remain eligible for soybean imports. For soybean meal no quota was established and a two percent tariff rate. Only 8 trade associations will have access to the soybean meal import quota. The in-quota imports for corn in 2011 are limited to 54,700 metric tons, their committed level under the WTO, with a 20 percent tariff rate as and a 73 percent tariff rate plus a surcharge of 180 baht/mt (approx. \$6/mt) for the out-of-quota imports. The Public Warehouse Organization (PWO) is the only entity that can import under the corn quota system and is allowed to import only through March 1 to June 30, 2011. Details are available in Post's report ([TH0162](#)).

MARKET ACCESS UPDATE

Thai Food and Drug Administration (FDA) Revises Standards for Soy Sauce, Fish Sauce, and Brine

The Thai Food and Drug Administration (FDA) is revising its standards for soy sauce, fish sauce and brine by requiring salt in these products to be iodized. According to the Thai FDA, this revision is necessary in order to reduce iodine deficiency in children and pregnant women. Under the new standards, the iodine content level has to be not less than 2mg/liter and not over 3 ppm for those 3 food categories that add iodine in the production process. In addition, those products intend to be sold to consumers who need to limit their iodine consumption shall be labeled as "For people who require to limit iodine consumption". The regulation was enforced since December 31, 2010.

MARKET OPPORTUNITIES

Looking for U.S. Manufacturers or Suppliers

Thai companies want to import:

Malt extract 5-8 tons per month, if U.S. exporters are interested please contact Ms. Phornvimol Charuthanawat, Mintana Co., Ltd., Email: phornvimol@mintana.com.

Corn gluten meal (USA origin) 500 MT and wheat flour (feed grade) 1000 MT per month, if U.S. exporters are interested please contact Mr. Roy Bartlam, Fairway (Thailand) Co., Ltd., Email: roy@fairway-thailand.com.

UPCOMING EVENTS

Fashion Trend Research by Cotton Incorporated

U.S. Cotton Incorporated officials will conduct a fashion survey in Thailand during January 22-27, 2011. The results of this survey, which is being conducted worldwide, will be compiled in a report that will forecast the upcoming fashion trends for 2012. The Cotton Inc. will present this research in the fashion trend seminar later this year in Bangkok. More information on the Cotton Incorporated is available at <http://www.cottoninc.com>.

Iowa State University Professor to visit Thailand

Dermot Hayes, an Iowa State University Professor, is scheduled to visit Thailand and Malaysia from January 22-31, 2011. The purpose of his trip is to better understand these countries pork industry, their marketing trends and U.S. export opportunities. Mr. Hayes will meet with local pork producers, government officials, producer groups and research academics of the region's pork industry.

Cotton Design Challenge 2011

The Cotton Design Challenge 2011, by COTTON USA, kicked off with a press release on January 6, 2011. This year's theme is "Hollywood Movie Inspiration". The competition is open to all young design students of many universities and design institutes where COTTON USA representative has circulated the invitation since December 2010. Students will be able to submit the sketches to the COTTON USA representative in Thailand until the end of this month. The students will have an orientation on US cotton background and meet with Thai spinning, weaving, and garment manufacturers who use US cotton later in February - March 2011. Finally, the fashion show will be on the Cotton Day in May 2011 together with an award ceremony for the winners. More information on the COTTON USA is available at <http://www.cottonusa.com>.

Cochran Fellowship Program

- Wood Buying Mission Team

From January 23 - 31, 2011 three Thai furniture manufacturers and a wood importer will attend the World Market Show, the world's leading furniture market show, in Las Vegas Nevada where they'll be able to meet with leading furniture dealers. In addition, they will receive Sustainable Furnishings Council (SFC) training in Green Sustainability. Following the show, the team will tour Weyerhaeuser facilities and other wood mills in the Pacific Northwest to understand how the U.S. hardwood industry operates. Weyerhaeuser Corporate will do a presentation on U.S. hardwood sustainability, certification, and forestry practices. The team will have an opportunity to discuss with U.S. suppliers their use constraints due to the use of different specs between the US and Thailand and the feasibility of establishing a lumber yard in Thailand to have a continuous and increasing supply of U.S. hardwood.

- U.S. Compliance on SPS Agreement for Animal Regulations

On February 3-22, 2011 three government officials from Ministry of Agriculture and Cooperatives will attend a training program on U.S. Compliance of the SPS Agreement for Animal Regulations. The two-week training program will include background on sanitary and phytosanitary measures on animal products (including fish), OIE standards and guidelines, U.S. disease control and surveillance system, traceability, slaughtering process, meat inspection, safe food handling, sanitation standard operating procedures, HACCP protocols, and qualitative risk assessment methods for animal disease and food

borne diseases. The team will also visit APHIS and FSIS facilities and other slaughterhouses on the East Coast.

U.S. FDA to Host 2nd International Analytical Methods Conference

On February 8-11, 2011 The U.S. Food and Drug Administration will host the 2nd Annual International Analytical Methods Conference, "Global Harmonization of Laboratory Methods", in Newport Beach, California. This year, FDA has sponsored a Thai government official from the Department of Medical Science of the Ministry of Public Health. The conference will focus on the integration of global food testing laboratories built on a set of principles that include harmonization of performance standards; means for method development, evaluation and proficiency; and, criteria for data reporting and acceptance. More information is available at <http://2ndinternational.blsmeetings.net>.

Connect USA Event in Khon Kaen and Korat

During February 24-25 in Khon Kaen and Korat (Northeast region in Thailand), the Foreign Agriculture Service and the U.S. Commercial Service in Bangkok Thailand will host a half-day seminar highlighting U.S. government sponsored programs and resources that assist in linking-up Thai and U.S. businesses. The seminar will be attended by Thai local businesses, business associations, and U.S. international companies based in northeastern Thailand.

APEC High Level Policy Dialog on Agricultural Biotechnology in March

In 2011, APEC will be hosted by the United States. In support of the different dialogue's, the US will be hosting the 10th Annual Meeting of the APEC High Level Policy Dialogue on Agricultural Biotechnology (HLPDAB) on March 1-2, 2011 in Washington, D.C. The event will include a Private Sector Day on February 28. This year's meeting will address policies that would aid the advancement of agricultural biotechnology solutions to address food security and climate change challenges.

Food Export USA - Pet Food Buyers Mission 2011

P Unithai Co., Ltd., a leading pet food importer in Thailand and an exclusive importer/distributor of U.S. pet food "DIAMOND" brand, has been selected to join the Pet Food Buyers Mission organized by the Food Export Association of the Midwest USA and Food Export Northeast during March 13-18, 2011 in Orlando, Florida. The importer will have an opportunity to attend "Global Pet Expo", meet with U.S. pet food exporters, and participate in a retail tour. More information on Global pet Expo is available at www.globalpetexpo.org.